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Influences on Student College Choice For Minority and Non-Minority Athletes at a Division III Institution

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Significant differences were found between Division III non-minority student-athletes regarding the influence of non-college factors on college selection.

The purposes of the study are to determine: (1) the major influences on student college choice for Division III athletes, and (2) differences in influences for minority and non-minority student athletes in this area.

A survey was developed from the review of literature. This survey was distributed to a sample of 79 minority student-athletes and 172 non-minority student-athletes. These student-athletes were members of the Wisconsin State University Athletic Conference. The objective of the survey was to elicit perceptions of the athletes about themselves and the factors which influenced their college selections.

The literature suggested three areas involved in student-athletes college selection. These areas include non-college factors, college factors, and athletic factors. The data from the instrument compare two groups, the minority student-athletes and non-minority student athletes, using these three different areas.

A rank order mean comparison of the minority and non-minority student-athletes indicate that the top factors in college selection for these two populations are academic majors, athletic facilities, good academic reputation, and college location.

A multivariate test of significance indicates there was a significant difference between non-minority student-athletes and minority student-athletes at the Division III level in college selection for non-college factors. The analysis also indicated that there was no significant difference between non-minority and minority student-athletes at the Division III level in college selection for college and athletic factors.

Identified implications for practice include: (1) to develop a recruiting plan that strongly emphasizes the academic strengths of the university for both non-minority and minority student-athletes, (2) to develop a recruiting plan that emphasizes the recruitment of student-athletes in a one-hundred mile radius, (3) to develop a recruiting plan that makes strong references to athletic factors, and (4) to develop a recruiting plan specifically for minority student-athletes focusing on parent involvement and academic advisement.

PRESENTER

Dr. Bruce J. Bukowski is an Assistant Professor at the University of Wisconsin at Whitewater in the Health, Physical Education, Recreation and Coaching Department. He teaches classes in athletic law, kinesiology, anatomy, scientific principles of coaching,

and history and social aspects of sport. He has given more than twenty presentations over the past three years, throughout the state of Wisconsin, on subjects related to athletics - from athletic law to coaching strategies in football and track and field. Dr. Bukowski also serves as the Assistant Chairman of the Department and coaches football and track and field for the Athletic Department. Dr. Bukowski has taught and coached at four different universities throughout the Midwest, and coached the Wisconsin Blind Athletes at the Summer Olympic Games in Cape Girardeau, Missouri in 1988. Bruce completed his Ph.D. in educational administration at the University of Wisconsin-Madison in the spring of 1995.